

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

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TO: James Thompson

DATE: December 19, 1983

FROM: Kay Galeotti

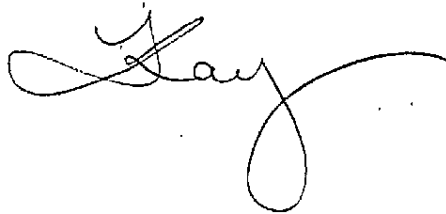
SUBJECT: Average Pages/Insertions for PM and Industry - 1982 vs. 9 Months 1983

The following is an addendum to Claude Beck's memo to you dated December 12. As requested, I have broken out average PM and Industry pages/insertions per issue for Time, Sports Illustrated and People:

	No of <u>Mags.</u>	<u>Philip Morris</u>		<u>Industry</u>	
		<u>Avg. pps.</u>	<u>Avg. insert.</u>	<u>Avg. pps.</u>	<u>Avg. insert</u>
<u>Weeklies excl.</u>					
<u>Time, Spts, Ill.,</u>					
<u>People</u>					
1982	3	2.4	1.7	6.4	5.3
1983	4	2.5	1.8	6.6	5.6
<u>Time</u>					
1982	-	2.7	1.9	6.8	5.5
1983	-	2.8	2.1	7.3	5.7
<u>Sports Illustrated</u>					
1982	-	2.3	1.6	9.2	6.9
1983	-	2.0	1.5	7.3	5.6
<u>People</u>					
1982	-	3.0	2.2	11.3	9.6
1983	-	2.8	2.1	10.5	9.3
<u>Total Weeklies</u>					
1982	6	2.5	1.8	7.7	6.3
1983	7	2.5	1.8	7.4	6.1

If you have any questions, let me know.

KG/ss
Attachment
cc: C. Beck



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